



X3M IDEAS: Celebrating 10 Years of Transforming the Advertising Landscape in Nigeria



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NEWS



First Katalyst @10: Experts Canvass

For Rethink of Marketing Strategy At The Marketing Conclave

Marketing and marketing communications experts have urged marketers to rethink and put the customer at the centre of their strategy, and think beyond the four Ps of marketing if they want to remain relevant.

They made this charge at the maiden edition of The Marketing Conclave, a thought-leadership conference organised by First Katalyst Marketing, a leading Below-the-line agency, to commemorate its 10th anniversary in Nigeria.

The event had all the crème de la crème in the marketing industry who gathered to celebrate with First Katalyst Marketing as well as shared insight, forecast and proffered solutions on some of the challenges facing the industry.

The Managing Director of the agency, Soji Odedina, said the story of the agency started from a humble beginning and has evolved into a household name having offices in other African markets. He added that The Marketing Conclave is its agency's gift to the industry and would become an annual event.

"The Marketing Conclave is our 10th-anniversary gift to the marketing community in Africa. As a platform, it

is designed to bring practitioners together to discuss matters arising concerning theory and practice,"

He thanked all the stakeholders that stood behind the agency since it commenced operations a decade ago and used the occasion to introduce the company's new Chairman, Tsola Barrow to the audience.

Professor Chris Ogbegie, Dean of Lagos Business School and keynote speaker of the event while speaking on the theme, "Marketing for the Future" said marketing drives every economy of the world, and Covid has forced many businesses to change their business model, adding that if businesses don't innovate, they will cease to exist.

He added that today consumers and other stakeholders expect companies to do more than just offer products and services. "Consumers are more sophisticated and now expect companies to lead with purpose, by deeply embedding social and environmental impact."

He disclosed the most exciting consumers today are millennials and Gen Z. He explained that they are tech-savvy, they hold the future and they have a rental culture. He urged brands to also keep an eye on

Generation Alpha, "Keep your eyes on Generation Alpha because they are the consumer of tomorrow"

Thereafter, he stated that five key trends will drive the growth of marketing in the country and globally. They are Artificial Intelligence, the rise of voice marketing, Blockchain, Virtual Reality, and Data. These issues, he explained, will drive key marketing decisions in the near future.

He urged marketers to move from 4Ps which are product, price, place, and promotion; to 4Es which are experience, engagement, exclusivity, and emotion in order to stay relevant in the future.

Meanwhile, panelists who spoke on the theme included Abiodun Ajiborede, Marketing Director, Monument Distilleries; Olumide Aniyikaye, Head of Marketing, Grand Cereal; Tina Shobola, Customer Development, Manager Distribution & Key Accounts, Lafarge West Africa and Idiare Atimomo, Co-Founder/COO, Up In The Sky urged marketers to focus on where the consumers are and create memorable experiences for them. They also called for the deployment of story-telling, influential marketing, and keying into trends.

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L-R: Idiare Atimomo, Co-Founder/ COO, Up In The Sky; Abiodun Ajiborode, Marketing Director, West Africa, Monument Distillers; Soji Odedina, Managing Director, First Katalyst Marketing Limited; Tina Sobola, Customer Development Manager, Distribution & Key Accounts, Lafarge West Africa and Olumide Aniyikaiye, Head of Marketing, Grand Cereal at "The Marketing Conclave" in Lagos, an event to commemorate First Katalyst Marketing 10th anniversary.



Across section of First Katalyst Marketing team members and some special guests at "The Marketing Conclave" in Lagos, an event to commemorate First Katalyst Marketing 10th anniversary.

In another vein, other experts at the event also dissent on the topic, "Advertising regulations in the age of new media" and "Below the line, above the line, where is the line?" the session had Steve Babaeko, President, Association of Advertising Agencies of Nigeria (AAAN), Osamede Uwubanmwun, President, Advertisers Association Of Nigeria (ADVAN), Agbons Igiwe, General Manager, Ziza Digital Tunji Adeyinka, President, Experiential Marketers Association Of Nigeria (EXMAN), Lampe Omoyele, Managing Director, Nitro 121, Dr. Omotola Bamigbaiye- Elatuyi, Head Of Marketing, Sub-Saharan Africa, Pladis Global, Susan Agbo of the Advertising Practitioners Council of Nigeria (APCON), Yetunde Adegbite, Cluster Managing Director, Vizeum, Posterscope and Iprospect who called for innovations, customer centre initiatives, fair regulation by government agencies among others.

One of the special guests, Lolu Akinwunmi, Chairman, Primal Garment, applauded the agency for its resistance, creativity, innovation, and contributions to

the marketing industry over the years despite the challenges many businesses face operating in the country. He also commended it for organising The Marketing Conclave and advised the agency to continue to invest in its people and the industry.

As part of the celebration, First Katalyst Marketing embarked on a charity project in its decision to give back to society. It renovated the sickbay of the Adeniyi Jones Pry School at Akora, Lagos.

Currently, the agency has a presence in Ghana and plans to expand to other African countries soon. In ten years, the agency has evolved into a respected player in the industry, winning many notable local and international awards for its contribution to the growth of the marketing landscape. Recently, it emerged as the Most outstanding Experiential Marketing Agency at Marketing Edge Awards in 2021 and Best BTL Agency 2021 at Brandcom Awards 2021 while Odedina was awarded the Most Outstanding Experiential Marketing Personality in 2021 amongst many others.

X3M Ideas @ 10



X3M Ideas is a pan-African creative advertising agency that has been at the forefront of developing the creative industry in Nigeria, with operations in cities across Africa.

Founded in 2012 to completely redefine how advertising is practised and perceived on the African continent, X3M Ideas has adopted a through-the-line marketing approach backed by sound strategy and unique thinking over the last decade, bagging notable clients like Globacom and Multichoice.

With nearly 10 years of remarkable operations in an industry that is characterised by many challenges chief among which is stiff competition, X3M Ideas has been able to rise through the storm to become one of the leading advertising agencies in Africa.

On what inspired him to start the company 10 years ago and his vision, Babaeko stated: "By the time I turned 40, the idea of the kind of legacy I wanted to leave behind started occupying my thoughts and as I approached 41, I knew it was time to put all my fresh ideas into practice. That was why we set up X3M Ideas at the time."

CEO and Chief Creative Officer of the agency, Steve Babaeko who is also the President Association of Advertising Agencies of Nigeria (AAAN) said credit for the 10-year milestone goes to his hardworking team who are fired up to achieve much more as they constantly ask themselves, What Next?

In his words, "I think at the heart of our success is the team. When you are starting you have to get the right people to make up the team because if you miss that, you will miss so many opportunities that it comes with."

We say a big anniversary to X3M Ideas. We look forward to another decade of innovation and creativity.

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Honeywell Group Partners Lagos Innovates to Upskill Young Tech Entrepreneurs

Leading Nigerian investment holding company, Honeywell Group (HGL), has partnered with the Lagos State Government and Lagos Innovates, the tech arm of Lagos State Employment Trust Fund (LSETF) to support the growth of one of Africa's most exciting tech ecosystems. The partnership is executed via a talent development programme under 'Lagos Innovates' – a training project conceptualised to ease the process of building successful tech start-ups in Lagos State.

The initiative aims at providing tools to enable young techpreneurs to build successful start-ups within the state and has received support from HGL over the past three years. One of the programme's core objectives is to assist the very best tech startups and founders in Lagos State who have the basic requirements to acquire relevant skills needed to compete in today's global marketplace.

Commenting on the partnership, Head of Corporate Services, Honeywell Group, Tomi Otudeko said: "Creating long-term value for Nigeria and its people has always been at the heart of Honeywell Group's mission. We are invested in impacting our communities, and the tech ecosystem in Lagos is filled with ideas that can revolutionise how we think and operate as a society. We also understand that these young minds need support in accessing the tools and the people required to grow their ideas. It is our duty to support them in any way that we can."

"We are excited to meet these new faces of technology and to partner with Lagos State and Lagos Innovates in easing the path to success."

Also commenting on the programme, Executive Secretary of LSETF, Teju Abisoye stated; stated "We



are delighted to partner with Honeywell Group to develop a talent pool of tech entrepreneurs who can compete favourably with their peers across the world and improve results in the tech eco-system. LSETF and Honeywell Group are committed to ensuring that young people are equipped to drive the growing tech ecosystem in Lagos and Nigeria at large, in addition to positioning themselves for the gig economy. Through this partnership, we hope to cement Lagos' position as the leading destination for start-ups in Africa. We look forward to seeing the impact of the training on job creation."

Creating investor-ready start-ups is vital to the overall growth of the economy, and this talent development programme recognises that there is a need to help increase the investment attraction and ultimately, survival rates of Lagos-based start-ups. In partnership with HGL, Lagos Innovates is supporting capacity development in Lagos State by facilitating access to an integrated development environment (IDE) or tech-focused entrepreneurship content and programming.

The training, which will span over 24 weeks, will involve courses on full-stack development with JavaScript (React JS, Node.js, Express and Mongo DB + API Development); full-stack development for mobile applications (React Native, API Development); Python Programming for web and data science (PYTHON OOP, DJANGO & Data Science); frontend design and engineering: (UI/UX, HTML, CSS, ES6 & React JS); full-stack web development, and others.

Applicants must be Lagos State residents (with LASRRA) between the ages of 22 and 45 and have completed the mandatory NYSC programme as at the time of application. The application process is open and running.

Following the successful completion of two training sessions under the programme, the third is slated to begin in July 2022, and applications are open to all individuals based in Lagos.

In line with one of its critical objectives to help grow the next generation of pioneering African companies, Honeywell Group has invested in the initiative over the course of three years and has a long-standing partnership with LSETF.

Training partners for the programme include Skill Paddy, The Nest, DesignU, GOMYCODE, Seed Builders Innovation Hub, Slate Cube, Softwork Freelance Network, Univelcity, Dataleum and Torilo Academy.

Interested applicants can apply and select the courses and training partners of their choice at www.lagosinnovates.ng. Successful applicants will be announced in July after a two-week screening and selection process by the programme's steering

Fireboy With The Spark! Tecno

Unveils YBNL Star as Ambassador

It's official: renowned smartphone brand TECNO has announced Fireboy DML as their first brand ambassador for the TECNO Spark series. The unveiling happened virtually on Wednesday 8th June, 2022, alongside the unveiling of the latest line of Spark smartphones, the TECNO Spark 9 series.

Fireboy DML is widely recognized as an energetic young man whose music has captivated the young at heart. Since his introduction to the music scene in 2018, he has gone on to win the hearts of many, both young and old.

This ambassadorial deal with Fireboy DML is a perfect fit as the singer embodies TECNO's philosophy of "Stop at Nothing." This is closely related to his pursuit of his musical career and how he has made it thus far. He is an inspiration to young people, encouraging them to never give up on their dreams.

The TECNO Spark series represents the young, vibrant, and talented, which Fireboy DML exemplifies. With this relationship, TECNO and Fireboy DML aims to bring to their fans the best of contemporary technologies with artistic designs, as TECNO continues to demonstrate its mastery of serving the young at heart through innovation, technological, and artistic advancement in emerging markets around the

world.

Packed with significant technological and aesthetic upgrades, the Spark 9 is a mid-range smartphone built for the Youthful and vibrant user, and attends to their needs in every area of use. It offers a 128GB of storage and Memory Fusion feature that enables an expansion of the RAM. On the camera angle, the Spark 9 packs a 32MP selfie camera and a 13MP AI-enhanced triple rear camera. The 5000mAh battery ensure the Spark 9 user rarely runs out of power, while its sleek design exudes that the ultra-modern look every youth desires; something sleek and beautiful.

This amazing partnership between TECNO and FIREBOY DML is the perfect fit as FIREBOY DML consistently breaks new ground to achieve great success. This partnership is another milestone for the premium smartphone brand, as it allows the Spark series to expand their existing customer base while also gaining ground on brand globalization. We're all excited about this new collaboration, and we can't wait to see what Fireboy DML does with the premium smartphone brand, TECNO.

On his part, urging the industry on the same premise of collaboration, Convener, Gage Awards said: "Collaboration is key. When people come together, they are able to come up



with different components of tech that will serve as interesting solutions to our evident problems. With CoCreate 2022, we hope to have a system in place that will now spark up those interesting collaborations and innovations that will drive the growth of technology in Nigeria."

NITDA, Gage Company Urge Collaboration in Nigeria's Tech Industry

Director-General, National Information Technology Development Agency (NITDA) Kashifu Inuwa Abdullahi has urged players across the Nigerian technology landscape to embrace collaboration as it is the key to the growth of the industry.

Abdullahi, who made this submission while delivering his keynote address at the recently concluded 2022 edition of the Gage Company's international tech exhibition—CoCreate themed "collaborative innovations for a better tomorrow" explained that innovation doesn't happen in isolation, instead, it requires the collaborative efforts of everyone in the ecosystem.

He said: "In Nigeria we have so many problems for which we need innovative ways to solve them; and collaboration is very important because innovation cannot succeed in isolation, it is about the ecosystem. That is why I see this event as key to the success of all of us, and the theme is very exciting as it talks about collaborative innovation for a better tomorrow and that is what we need."

"If you look around the world, innovation doesn't happen evenly, it is not evenly distributed, it happens in clusters, and what is so unique about the clusters? it is the ecosystem."

According to the NITDA Chairman, the one of the major mandates of the current administration is to create policies and regulations that will serve as a level playing field for the excellence of the tech ecosystem.

Abdullahi added: "The approach of this government since it came on board was to CoCreate. Whatever we do, we don't do it in isolation, we work with the ecosystem to CoCreate the policy, to CoCreate the regulation, whatever we do, we do it together. Because we believe there are things that you can go



outside the ecosystem to do, that the government cannot do, and there things that only the government can do, and you can't do. But together we can do greater things, that is why we are here together to CoCreate the future of the tech ecosystem."

The Chairman explained that for the ecosystem to reach a global standard, there are five key stakeholders.

He pointed: "When we talk about the ecosystem, there are five key stakeholders that are required to make it work. First we have the innovators. Second, the entrepreneurs; they are the ones with the guts to start and grow a business, the ideas to solve problems and provide solutions. Third, you need the human capital developers, the universities, the people that have that talent; because when you talk about innovation or digital economy, it is about talent. That is the human component of the technology."

Abdullahi continued: "Then you need the government, the government is an enabler. The government is the one to

provide an enabling environment. The government will intervene in terms of policy, in terms of infrastructure in served and underserved communities. We also need the capitals, people with money, that can give you money to grow your startup. One of the major challenge we are having in Nigeria, every startup needs a seed fund from government and we know this is not scaleable. Government cannot provide seed funding for everyone. But we have people with money, which if you can convince them they can invest in it. So we need to develop that venture capital. Then we need corporate organizations because they are the ones that will buy the products. So if we can get these five stakeholders in an ecosystem, we can have an excellent tech ecosystem in our country."

The NITDA Chairman was also honored with an Award of Recognition for his exemplary impact and footprint in the Nigerian tech industry.

He shared: "For me it is always an honor and privilege to be in your midst because I always feel at home when I find myself in the tech and innovation ecosystem. I call it a home because this is a sector I always orient to, and it is the first point of origin where I set my career bearing. And I still use it to navigate my career map."

On his part, urging the industry on the same premise of collaboration, Convener, Gage Awards said: "Collaboration is key. When people come together, they are able to come up with different components of tech that will serve as interesting solutions to our evident problems. With CoCreate 2022, we hope to have a system in place that will now spark up those interesting collaborations and innovations that will drive the growth of technology in Nigeria."

FCMB Makes Vehicle Ownership Easy for Customers

To encourage and simplify vehicle ownership for personal use by millions of Nigerians, First City Monument Bank (FCMB) now offers auto loans of up to N30 million at a reduced interest rate. The FCMB auto loan supports acquiring brand new and pre-owned vehicles (popularly known as "Tokunbo"), with N500,000 as the minimum loan amount that a customer can access for a repayment duration of up to 5 years.

This affirms FCMB's commitment to improving the social well-being of individuals and enhancing access to credit for higher standard of living for families.

Commenting on the unique value proposition, Divisional Head, Personal Banking of the Bank, Mr Shamsideen Fashola, said, "vehicle ownership is one of the most exciting moments in a person's life. Yet, many people struggle to save up for a long time to make this dream come true. To bridge this gap, we created a value proposition that is flexible, convenient and empowers individuals, families and businesses to achieve the dream of vehicle ownership. Nigerians can now finance their dream vehicle with an auto loan from FCMB at a low-interest



rate with monthly or yearly payment options depending on their income. We, therefore, urge the populace, including, but not limited to salaried individuals, to take advantage of this opportunity to fulfil their vehicle ownership dream".

FCMB Auto Loan empowers qualified Nigerians to

part-finance the purchase of brand-new and pre-owned vehicles while spreading the repayment between one and five years. The loan, which is dependent on the type of vehicle to be purchased, is open to salaried individuals and self-employed Nigerians.

According to the National Bureau of Statistics (NBS), the number of registered vehicles in Nigeria is 13 million. However, vehicle ownership in the country has been declining because of increased prices. This is due to foreign exchange and importation challenges, leading to a drastic reduction in purchasing power and sales decline in the auto industry.

A purpose beyond profit commercial banking institution, First City Monument Bank is a member of FCMB Group Plc, led by Ladi Balogun as Group Chief Executive. The Bank is committed to COVID-19 recovery, income equality and poverty reduction by easing credit constraints to disadvantaged individuals and small businesses. The intervention of FCMB in the automobile sector aligns with Goals 3 and 10 of the Sustainable Development Goals (SDGs), which focus on well-being and reduced inequalities.

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Global Public Relations Body confers Fellowship Honors on outstanding practitioners

The Public Relations and Communications Association (PRCA) has bestowed its Fellowship Honors on fourteen (14) outstanding public relations practitioners across the globe. They include: Yomi Badejo-Okusanya President, African Public Relations Association (APRA) and Group Managing Director, CMC Connect Limited (Nigeria); Bridget Von Holdt, Co-Market Leader, Managing Director, BCW Africa (South Africa); Kelly Fletcher, Chief Executive Officer, Fletcher Marketing PR (USA); Fred Cook, Global Communications Manager, Kuoni Tumlare (UK); Kiri Sinclair, Founder and Chief Executive Officer of integrated communications agency (Asia) amongst others. Thanking the organization for the honor, Fletcher said she is privileged to be part of the organization. "Thank you for this honor. I am privileged to be a part of the most important organization in public relations and look forward to helping grow membership in the U.S. alongside some of the best and brightest minds in our industry. Truly



grateful!". In his remarks, Badejo-Okusanya acknowledged the vigorous works that PRCA has done across the world. "I acknowledge the vigorous work being done by PRCA across the world to grow our profession. The key to success is partnership which PRCA is engaging in well. We at APRA further pledge our support and look forward to even greater cooperation. "I accept my nomination as a Fellow and thank the Chair, Board of Fellows and other members for the honor." The Public Relations and Communications Association (PRCA) is the world's largest professional PR body with more than 35,000 PR professionals in 82 countries worldwide. Their mission is to create a more professional, ethical, and prosperous PR industry. New Fellows are invited to join on the unified recommendation of the Chair of Fellows, the Board Chair, and the Director General. Fellows are entitled to use the designatory letters FPRCA, and are invited to exclusive events for senior practitioners.

Stakeholders Advocate Collaboration For Effective Regulations

Stakeholders in the integrated marketing communications as well as allied industry have advocated collaboration between regulatory agencies and industry players for effective and efficient regulations. This called was made at the Advertisers Association of Nigeria, (ADVAN) Industry Dialogue 2022 in Lagos recently.

The 2022 ADVAN Industry Dialogue whose keynote speaker was Dr. Jumoke Oduwole, Special Adviser to the President on Ease of Doing Business in Nigeria, spoke on the topic themed: the role of government regulations in the ease of doing business in Nigeria.

Others dignitaries who attended the industry dialogue include Dr. Olalekan Fadolapo, Registrar/CE, Advertising Practitioners Council of Nigeria, Mrs Dozie-Nwapa Deputy director of NAFDAC, Mr. Osamede Uwubanmwun, President ADVAN, Mr. Emmanuel Ajufo, President Outdoor Advertising Association of Nigeria, Mr. Tunji Adeyinka, President Experiential Marketers Association of Nigeria and other related associations and regulatory agencies.

Speaking on the need for collaboration, Mrs. Oduwole said that our collaboration with the private sector has continued to make it possible for us to know where the shoe pinches and creates a constant flow of ideas for pragmatic interventions. While speaking she said that "It gratifying to note that in the last three decades since its establishment in 1992, with top 100 companies in Nigeria as 11 pages of the newspapers continued to attempt to articulate something more.

"It appeared that in addition to the known formal taxes, levies and charges, MSMEs bear multiple unquantified costs (both official and unofficial) associated with regulatory compliance from several government agencies, which, when taken cumulatively, significantly impact the business' bottom line, hindering their ability to plough back such revenue into productive ventures."

Thus, in 2019 the Presidential Enabling Business Environment Council (PEBEC) commissioned a pilot study around the formal and informal regulatory cost of compliance for MSMEs in Lagos and the FCT with a view to identifying and targeting successful reforms towards boosting the productivity of these businesses, thereby fostering the creation of jobs for millions of Nigerians and an increased GDP.

The Special Adviser to the President on Ease of Doing Business in her said, "Empirical evidence from the pilot survey confirmed earlier anecdotal feedback by showing that 51% of MSMEs paid 12 unofficial fees for regulatory services. The survey equally revealed that actual compliance cost was

higher than official stated costs, while process timelines overshot timelines published. It was also established that there is a huge communication gap between regulators and MSMEs."

Therefore, speaking directly to the integrated marketing communication industry, Mrs. Oduwole stated that bringing this all home to today's dialogue, by our assessment, the advertising industry in Nigeria is regulated by a combination



of federal laws, state and possibly local government laws, with other subsidiary legislations including regulations and guidelines. There are at least five regulatory agencies involved in regulating advertising.

Foremost among which is the Advertising Practitioners Council of Nigeria (APCON). Other regulatory bodies include – National Broadcasting Commission (NBC), the Nigerian Communications Commission (NCC), National Agency for Food and Drug Administration and Control (NAFDAC) and Lagos State Signage and Advertisement Agency (LASAA), and possibly others.

"I have recently been intimated of some specific and more general regulatory challenges that ADVAN members are currently experiencing, including delays in obtaining regulatory approvals from some agencies, and perhaps even more disturbing to us at the PEBEC is the inference of regulatory interference in day-to-day operations by the imposition of 18 to deliver the reforms that will enable your businesses to thrive," she said.

According to her, "I am confident that this dialogue will

contribute significantly to the smoothening any rough edges in the relationship between regulators and the advertising community as a whole going forward."

Dr Fadolapo the Registrar of APCON during the panel discussion, explained that the new Advertising Standard of Practice was a means to an end, which he explained was to promote fairness and equity in the Industry.

Also in the panel was Mrs. Dozie-Nwapa Deputy director of NAFDAC representing the DG. Mrs Doze-Nwapa reported that NAFDAC regulatory policies were to ensure that the advertisement messages were in conformity with the actual features of the products.

Responding on behalf of Advertisers was Mr. O'Tega Ogra, An Executive Council Member of ADVAN, as well as the Group Head Brands and Corporate Communications BUA group said "No Advertiser was against regulation, but that regulations should facilitate business, and that regulators should give the opportunity for decent equitable partnerships with stakeholders".

Also in attendance were representatives from Lagos State Signage and Advertisement Agency, -LASAA, The National Economic Summit Group, Lagos State Ministry of Trade and Commerce, as well as other key agencies.

The ADVAN President, Mr. Uwubanmwun in his remark thanked the keynote speaker for honouring the Association's invitation to speak on this burning issue and well as other government regulatory agencies and head of advertising sectoral groups who we present.

He said that the dialogue was not on the APCON recently promulgated Advertising Industry Standard of Practice document (AISOP) but to find a common ground for members of ADVAN to operate in an harmonious way.

"We are not here to discuss AISOP. ADVAN members have multiple regulators therefore, APCON cannot be the only headache we have. We are regulated by NAFDAC, SON, APCON, so we have invited the expert in the ease of doing business to share knowledge with us," he said.

The Advertisers Association of Nigeria (ADVAN) is the only trade association in Nigeria representing top organisations and multinationals that make use of advertising to promote their goods and services

ADVAN is a strong voice of 100 of the biggest organizations in Nigeria representing over 200 brands with an annual marketing spends of well over N200 Billion.

ADVAN is a member and on the Executive Council of the World Federation of Advertisers, a body of global brands and marketing associations in over 60 countries of the world

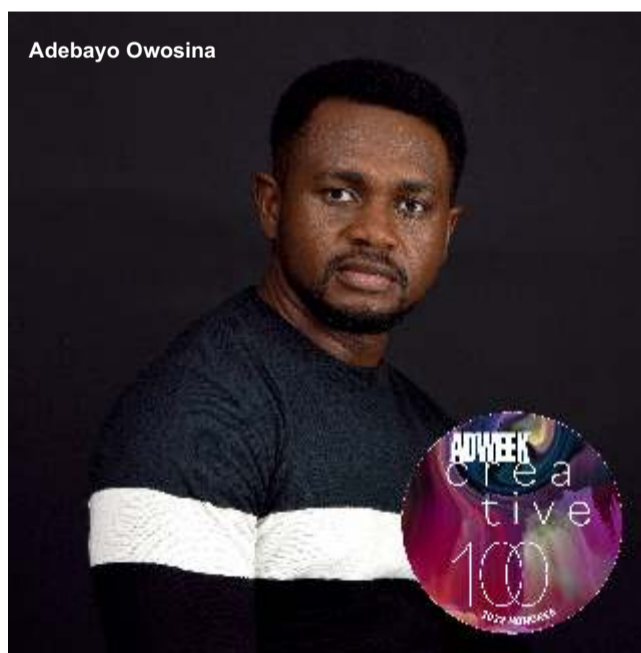


Founders at the Hook Creative Agency

The Hook Agency's CD Adebayo Owosina Makes Adweek Creative 100 List Alongside Doja Cat, Anderson .Paak

When Nigerian advertising ace Adebayo Owosina was announced as one of the honourees of leading marketing publication Adweek's Creative 100 list, it gave credence to his agency The Hook Creative Agency's claim to be the "creators of impact". Only this time the impact is on an international scale. Owosina made the Creative 100 list released recently alongside American singers Doja Cat, Anderson .Paak and other global advertising leaders including TBWACHiatDay LA's Anh-Thu Lee; Publicis Groupe's CCO Natalie Lam; 72andSunny's ECD Zach Hilder and others. The Creative 100 list recognises some of the most inspiring and innovative people globally. Honourees are selected for their outstanding contributions to the field of marketing, media, and culture.

Adebayo Owosina fits the profile, having worked as: An art director at Lowe Lintas and X3M Ideas; an independent documentary photographer as well as leading the creative team at the fastest-growing ad agency in Nigeria, The Hook Creative Agency. The Nigerian-born advertising leader left Lagos-based ad agency DDB in 2015 to co-found the agency alongside the trio of Sam Ochonma, Akinwale Muse and Toheeb Balogun. Reacting to Adweek's announcement, Owosina said in a LinkedIn post that the desire to create



Adebayo Owosina

impact at a large scale has always been the driving force at their agency since its earliest founding days.

"I have always wanted to be a world class creative solutions provider, and that's why this [Adweek Creative 100] means so much to me," Owosina explained in another statement obtained through WhatsApp.

"On a personal level, it feels great to be internationally recognised while working from Nigeria. But the most important thing for me is the message it sends to global brands looking to introduce their brands into our local market

because there's no better way to say 'we can do it well' than to show you actually can and on the big stage too."

The recognition of one of The Hook's leaders by Adweek joins a growing list of accomplishments from within the agency.

In 2019, the agency led the Nigerian political party the All Progressive Congress (APC) to victory in Kwara State with its "O to ge" campaign: the agency was also announced as one of the finalists in the acclaimed South African advertising award, Loeries, for their COVID-19 campaign.

While commenting on the agency's achievement, the managing director Sam Ochonma congratulated his co-founder Owosina on his recognition, adding that the agency's commitment to continue making a positive impact across its portfolio of businesses remains unshaken.

"Bayo's recent recognition by Adweek is well-deserved and a testament to the efforts we have put in to ensure excellence is the hallmark of our business and creative culture. Our quest to continue delivering impactful solutions to our partners (clients) at all times has led us to create sustainable systems that enable us drive our core essence (creativity) in ways that can be easily replicated across our creative team and the accounts they manage," Ochonma concluded.

Cannes Lions Festival: Why Brand Purpose is Central to the Theme Of 'Africa Rising'

Brands, companies and nations had already started to communicate with audiences in new ways pre-pandemic, with a focus on engaging with customers and stakeholders on an emotional, rather than transactional, level. There was a movement towards not just providing a value proposition to customers but for companies to embody and communicate values that people truly care about in areas such as the environment, or diversity and equality, or social justice and impact. The COVID pandemic accelerated the way that people looked to corporations for leadership and a reflection of their own values. While we may be emerging from the pandemic, there are clear indicators that we will continue to live in uncertain times where ordinary citizens will be impacted by issues such as food security, rising energy and food costs, inflation and economic volatility, and the increasing toll of climate change. This continued period of dramatic change will require marketers to do things differently and truly resonate with their customers in order to create and nurture deep connections.

It was within this context that I was fortunate to moderate a panel discussion on the theme of 'Africa Rising' at the recent Cannes Lions International Festival of Creativity. This CNN conversation, held in partnership with the International Advertising Association, looked at how some of Africa's leading CMOs are telling brand stories to the continent and the world during this time of change. Gathered together at the Warner Bros. Discovery beach space were Africa Marketing Leader of the Year, Andisa Ntsubane, Nedbank Group Executive of Marketing & Corporate Affairs, Khensani Nobanda, and President of North America for South African Tourism, Jerry Mpufane.

Setting the stage for the discussion, the IAA's World President & Chairman Joel Nettey played a rousing recording of Nkosi Sikelel' iAfrika and cemented in our audience's mind what Africa Rising actually means – "Africa Rising is not an event in time. Africa Rising is present and continuous. It's Africa Rising all the time in spite of the challenges", he said. While there are many angles to approach this concept (which the IAA will do in full at the Africa Rising Conference being held in Ghana this October), our conversation very quickly turned to the topic of 'purpose marketing' and what brands should be doing to help and reflect the needs of their employees, communities, customers and the countries within which they operate. As Joel put so eloquently, "brands have a role to play where purpose is concerned, and consumers care about brands that care about more than just the bottom line".

The panel were in agreement that purpose marketing has the power to drive connections but that it requires a story and it needs substance. Jerry Mpufane made the excellent point that all the research for South African Tourism shows that while visitors will admire the country, its safaris, its beaches, its landscapes, there is one thing that stands alone as the number one reason why people fall in love with South Africa – "people, people, people", he said. "You put humanity first, all



else comes". He explained how South African Tourism deliberately puts people at the centre of their campaigns, with the essence of people inviting their "friends" from around the world to visit the country.

Putting people and purpose at the heart of your campaign requires an anchor point to give focus and provide outcomes. The highly experienced Andisa Ntsubane gave his view that "marketing functions that will be successful going into the future are those that can connect marketing to the SDGs (Sustainable Development Goals) in terms of impact." This point was echoed by Khensani Nobanda, who agreed that building culture, values and a customer proposition around the SDGs gives Nedbank focus in its work around impact and purpose. Her message was very clear: "we believe as a bank that we can't be a sustainable organisation in an unsustainable world". The context of the world around us is absolutely vital for any marketer focused on purpose. If there is a social justice movement that aligns with your values as a company and is important to your customers, more often than not your customers will expect you to take a position on it. However, any action must be authentic and meaningful – it can't just be a badging exercise or an opportunistic move to be part of the latest fad. At CNN, we counsel our clients about the reasons why they want to conduct a particular campaign – whatever we and our partners do must be authentic. For Andisa Ntsubane, a company's drive to stand for something and embody certain values must come from the top – "purpose should be owned by the CEO, not the CMO. It must be executive led, not marketing led", he said. This is something that Jerry Mpufane agreed with – "if you're running a business and you think 'I am part of this community, I am part of the employee set, I take national pride, I fly the flag' you think about things differently".

There was clear agreement that African youth have to be central to purpose marketing and that they have a

major part to play in Africa Rising. Khensani Nobanda is rightly proud of the work that Nedbank has done in putting youth development at the core of its purpose. She explained how the bank took on 3,000 young trainees as part of South Africa's Youth Employment Service scheme. They learnt skills on the job and 97% of them went on to get first jobs after the scheme. This is a great example of a company with a purpose putting it into real action, as Khensani put it, "if we continue to have youth unemployment then Africa Rising won't happen".

At CNN, we have seen a global drive towards purpose marketing and we know from our data insight that there is audience appetite to engage with stories and campaigns that they can emotionally connect with and that align with their values. Having worked with African brands for almost a decade now, I can confidently say that Africa can be at the forefront of driving change through purpose. The panellists were just as enthusiastic in articulating the opportunity that lies ahead. Telling stories to the world will be an essential component of this. Jeffy Mpufane captured this when he told me – "The world is looking for new stories across the sciences, across the arts. We have great examples of Africans doing great things across the world. You want to focus, engage with the continent, engage with the young people, engage with the African people. That's where we can change the relationship of the continent with the rest of the world".

We live in challenging times and the future may be unpredictable, but the message from some of Africa's leading CMOs at Cannes Lions was positive and inspirational. A world where purpose matters is a world in which 'Africa Rising' is more relevant and important than ever before.

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X3M IDEAS:

Celebrating 10 Years of Transforming the Advertising Landscape in Nigeria

By Adwin Monoyo

Africa's advertising industry is recording a major feat in the global space, with award-winning campaigns inspired by rich creative content from the continent.

Looking back a decade ago, the story was different but today, new and vibrant creative agencies are on the rise, changing the creative landscape and competing favourably with global creative agencies with storytelling.

Among the many rising stars are some extremely creative agencies that are constantly turning out outstanding campaigns and marketing communications initiatives that have made them the continent's leaders to beat.

One of the shining lights of the continent is Nigeria's foremost pan-African creative agency, X3M Marketing Ideas limited, led by Steve Babaeko. It is simply one of the leading agencies disrupting the creative and marketing communications landscape. The agency has a foothold in other African markets, especially the southern African market where it oversees the operation within that hub.

The agency recently recorded 10 years of robust



operations in Nigeria and invariably in Africa having expanded to other African markets over the years.

CEO and Chief Creative Officer of the agency, Steve Babaeko who is also the President Association of Advertising Agencies of Nigeria (AAAN) said credit for the 10-year milestone goes to his hardworking team who are fired up to achieve much more as they constantly ask themselves, What Next?

In his words, "I think at the heart of our success is the

team. When you are starting you have to get the right people to make up the team because if you miss that, you will miss so many opportunities that it comes with."

The Journey

Speaking on what inspired the startup of the agency, Babaeko said, "I was in 141, now Nitro 121, and it was one of the most cutting-edge agencies at that time. I was well paid so I did not have any money issues.

But something started telling me there could be different ways of doing the same thing, especially in this business of advertising. You know like they say, the biggest room in the world is the room for improvement. And then at that time, I had just turned 40, and I was about to hit 41, then the idea of what legacy I want to leave behind started occupying my thoughts.

He added, "So, we started well and we want to finish well and we want to find really more cutting-edge ways of doing the same thing. That was why we set up X3M Ideas at the time."

Furthermore, he said "We wanted to be able to have a purpose-built edifice for us to be able to call our own, and don't forget we work with a lot of millennials and Generation Zs so the environment has to be tailor-made for them to be inspired. We achieved that in the first three years. We wanted to have an outpost outside Nigeria and branches there, in the first four years we achieved that also."

In 2018, X3M Ideas announced its expansion to Southern Africa, With the formal launch of X3M Ideas SA PTY. Prior to the formal launch, the agency had

commenced operations a year ago in South Central Africa with footprints in Botswana, Mozambique, Zimbabwe, Zambia, and South Africa- serving as its hub.

Commenting on how the operation is doing in those markets, Babaeko said, "The operation is doing fantastically well. The agency is going through their teething face but the operations in Lusaka, Zambia are doing pretty well and I am really proud of what they are doing- they are really gaining recognition for their works that they deserve what they are getting. And out of that office, we are then able to serve other southern African markets including the Portuguese-speaking Mozambique market. We are able to do some work there and are able to do some work in Zimbabwe and Malawi just that the entire Southern African hub is driven by our operation in Lusaka, so it is fantastic what's going on there."

Overcoming Challenging Time

Some businesses thrived while others had to close shop during the outbreak of Covid-19 worldwide.

Babaeko revealed that his agency during this period had to change its business strategy and model to stay relevant and the effort paid off.

"It was a very difficult moment for everybody. At the time, I told my team it was not a period to start waiting for business from clients to send us briefs because the challenge we were facing at the time was not something that any agency could claim prior experience on. The last time anything like that happened was in 1917, none of us were here then, so it was not even what the clients could come and say they had knowledge on.

"We were all in the same boat- don't forget the entire supply chain had been disrupted; we scanned the whole environment, to look at how we could provide value. The clients were panicky and looking for a way out, instead of just waiting for clients we went to the clients for suggestions and worked with a couple of them and I am happy that most of the things paid off and all our clients survived through the storm."

Finding X

Understanding the changing market dynamics concerning consumer engagement and satisfaction is important for the survival of any business entity. So literally every organization is finding 'X' to take their business to the next level.

For X3M Ideas, Babaeko said "Our understanding of the advertising industry's current reality in relation to the young consumer base in Africa ignites our desire to proffer solutions that will satisfy brand and client demands as we move on to our next chapter.

"It's not math, it's about creating the ideal, mutually beneficial chemistry between brands and the end consumer.

Finding X is our proprietary tool for developing solutions that not only solve problems but go on to make a dent in culture as well".

It primarily consists of 3 elements working; White Spaces, Insight and Brand Constant. We use these to take brands on a journey to places less traveled, but more fulfilling.

"After 10 years of being a one-stop-shop marketing communications company that's 100% built on ideas and leveraging partnerships that, backed by sound strategy and unique thinking, seek to deliver the most effective results, we are adopting a new proposition named 'Finding X'.

He added that "Our adoption of this unprecedented actionable framework aims to provide unique solutions to the constantly changing consumer demands and habits in the advertising landscape. By design, our new Finding X framework, categorised into an adaptable A, B, and C formula, will unearth transformative products and services necessary for providing existing and future clients with a competitive edge and also advance global advertising practice.

"With Finding X, our goal of redefining the way advertising is practised and perceived in Nigeria and Africa remains. Only that this time, we will rev up our strategy of studying and understanding the consumer. We will further expand our reach through digital and interactive media, and measure the impact of every campaign for further improvement.

He explained further that "Strategically, the significance of the Finding X framework is what inspires a rebrand of our logo and website, with the X in the X3M emblem now more pronounced than ever.

"So, what is our X? What unique brand values do we



intend to communicate? And what is our modus operandi for the next decade? The answers lie therein."

In a nutshell, the X in X3M represents many things. The unknown – the X-files; the hidden treasure – X marks; the spot and; the magic ingredient – the X factor. We can use it in all these ways. And Finding X is tantamount to finding gold; the gold of consumer engagement. The discovery tool will allow us to find the X for our existing and future clients in the representation of their brands, products, or services and by such, give them an edge over their competitors. It is a logical step, backed by research and knowledge of human behaviour, to arrive at idea spaces unique to each brand.

This framework will also prove a distinctive blueprint for advertisers in and outside Africa to maximise the continent's consumer market potential over the next



decade.

Speaking further on how the proposition of finding X has helped the business achieve its goals, he said "X is just that unique thing about the brand, which helps us create some kind of bond with the consumer. We have used this tool over and over again and for some of the great campaigns, you see us create we work through this formula to get it done."

New Logo and a New Reality

Recently the agency unveiled a new identity. Speaking on the creative rationale behind the new logo, Babaeko stated "I saw a journalist who was trying to juxtapose the old logo versus the new one and I laugh. I think the old logo was a bold one that speaks to the spirit of the agency at the time we started operation. We knew we were fighting against all odds. It was pushing against the major headwind and with all of the battle we fought, we needed that kind of strong

logo that will even be a shield that you can actually physically hold to brush off all of the darts that were thrown our way.

"But, have done that for ten years, I think we are more mature so you see that the new logo is much more corporate and finer which represents the refinement that the company has gone through and the other logo had this sharp edge which depicts probably all of the troubles we have gone through. But the new one is more rounded to show the smooth relationship between us and our clients. The new orange shows a bit more calmness you see when you walk through our office and interact with the team. A bit of the red colour is still there which stands for our fierceness and boldness and everything that we go through in this business."

Awards and Recognition

At the 2021 edition of the Lagos Advertising and Ideas Festival (LAIF) Awards organized by the Association of Advertising Agencies of Nigeria (AAAN), X3M Ideas emerged as the most creative agency in Nigeria clinching 9 Gold, 16 Silver, and 8 Bronze. The agency's total score of 270 was about 106 points higher than that of the one that came second in the award league.

Also, in 2021, it won Gold Medal at the prestigious Luum Awards, putting the country's name on the global creative map. It received Gold for its work 'Suicide Note' created for the Mentally Aware Nigeria Initiative (MANI). The campaign was created to help people dealing with mental health issues in Nigeria.

At the 2022 Pitcher Awards, X3M Ideas beat many contenders to win the highly coveted Grandprix in the craft for the television commercial titled, 'One language'. The TV commercial was conceptualised for its client – Globacom.

In what looked like the icing on the cake, X3M Ideas, in total, swept 16 awards, making X3M Ideas one of the most awarded agencies on the continent at the awards

Some years back, it won three awards at the African Cristal Advertising Festival, held in Marrakech, Morocco. The three awards came courtesy of its TV

commercial, tagged, "Unmatched", won in the categories of media, telecoms, and brand entertainment, for content in TV/cinema, and coasted home with a bronze for each category.

The agency's CEO, Babaeko was also on a panel at the Cannes Lion International Festival. He was also on the jury of the New York Advertising Festival in 2016, 2017, and 2018, as well as a judge at The Loerie Awards in 2017.

In 2019, he was named one of the year's top 100 creatives by Adweek, a frontline American media conglomerate and the gatekeeper of the global marketing practice, made the selection and among others.

"My team just came back from Dubai recently where they won 3 awards. We have won Lisbon advertising Award, we have been shortlisted at the New York Advertising Festival, we have gone to the main stage of Cannes Lions to give a talk about telling authentic African stories as X3M Ideas and other agencies to



Steve Babaeko
CEO/Chief Creative



Olasunkanmi Atolagbe
Director, HR and Admin



Abdulahi Folahan Salam
Director, Finance



Temitope Ayeni
Director, Brand Management



Mike Miller
Executive Creative Director



Adenike Odutola
Managing Director
South Central Africa



Anthony Eigbe
Creative Director



Kelechi Uduma
Deputy Creative Director



Vivian Obiano
Deputy Director,
Brand Management



Oladunni Elemide Williams
Deputy Creative Director



Abisoye Odewole
Head of Design



Obaro Obiuewbi
Head of Strategy



X3M IDEAS

New Logo



Old Logo



have won so I think if we were not doing something right we will not be getting all the international recognition," Babaeko disclosed.

CSR And Empowerment

For over a decade, X3M Ideas has consistently delivered impactful social intervention projects. It has embarked on the renovation of classrooms, provision of office blocks, sick bays, libraries, and donating computers, UPS devices, air conditioners, internet modems with unlimited data, and unique wash hand stations and disinfectant tunnels.

Also, its team has over time shown their unrelenting

dedication to supporting students in their immediate communities.

Recall in 2021, it revamped the science laboratory at the Oregon Junior High School in Lagos in commemoration of its ninth anniversary.

Also, to commemorate its 8th anniversary, it donated a first-of-its-kind wash hand station facility and GloMiFi internet modems with unlimited data, to Opebi Senior High School, Opebi – Ikeja, Lagos to further combat the dreaded COVID-19 and safeguard the health of the students' population.

In a bid to promote excellence within the creative advertising subsector of the integrated marketing

industry through bridging the gap between town and gown as well as providing a veritable platform for incoming professionals into the industry. X3M Ideas introduced X3M Ignite; an internship programme created to build the next generation of creatives.

In another vein, following the recent launch of the Nigeria chapter of the Unstereotype Alliance by the United Nations Entity for Gender Equality and Empowerment of Women, advertising agency X3M Ideas is playing a vital role in addressing harmful gender stereotypes in the media, marketing, and communications industries which have been raging since the second wave of the feminist movement hit in the 60s.

Future Plans

Commenting on the plan for the next ten years, Babaeko said, "We are looking to put our flag in more countries on the continent we want to be the first agency to create a truly indigenous African network.

"We are looking forward to doing all of that, in the course of our journey, if we are able to find a brand, or agency partner to work with where the values align, we are open to that as well but the only thing we are not interested in is affiliations with anybody or organization. Affiliations for us are so old school and history has shown us that it does not work and honestly, I am not interested in taking your name for the sake of doing it. We want partnership, somebody has to believe in our dream and put a cheque on the table and say I want to take a stake in your business. We also have plans to become the first Nigerian agency to go public. We want to be able to do some IPO and maybe eventually end up on the stock market in Nigeria."

Speaking further on the agency's expansion plans, he said, "I cannot say it now, but we have just gone into four new markets including one in the middle east, we shall make a formal announcement soon because the whole plan is to find a way to create a strategy that will take us through the middle east and Africa and I think we are on course."



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X3M Ideas: Surviving 10 Years Means There is Something we are Doing Differently & it's Working

- Steve Babaeko, CEO/Chief Creative Officer

In this interview with Melvin Udosen at his Ikeja office recently, Babaeko talked about X3M Ideas' journey and plans for the future. Excerpt:

With nearly 10 years of remarkable operations in an industry that is characterised by many challenges chief among which is stiff competition, X3M Ideas has been able to rise through the storm to become one of the leading advertising agencies in Africa. And what is more impressive? The agency has established a foothold in other African markets, especially the southern African market where it oversees further operations. CEO and Chief Creative Officer of the agency, Steve Babaeko who is also the President Association of Advertising Agencies of Nigeria (AAAN) says though he is grateful for attaining the 10-year

milestone, his team is fired up for more success as they focus on the next chapter.

Once again, congratulations on attaining the 10-year milestone. How has the journey been?

It's been a rollercoaster. It has been exciting as it is daunting. But generally, it's been something to be thankful for. Many companies started 10 years ago like we did but haven't been able to make it this far. We have a lot to be thankful for. We are thankful to our clients, for continuously trusting us to do great work over the years. And we can't forget our team who make us tick with sheer hard work and dedication.

What are the inspirations behind starting X3M Ideas?

The inspiration was borne out of a burning desire to do things differently. At the time I decided to start the company, I was working in a fantastic agency, 141 which is now known as Nitro 121. I had begun to realise, with all the challenges encountered in the advertising business, that there were indeed unique and better ways the business could be carried out, per the

changing times. I had just turned 40 at the time, and I challenged myself to leave a kind of legacy I could be extremely proud of. By the time I approached 41, I was fully ready to embark on the journey of adopting a more cutting-edge approach to advertising. That was why we set up X3M Ideas at the time and the rest, as they say, is history.

What are the emotions that describe how far X3M Ideas has come?

The journey has been extremely overwhelming that sometimes I can't describe any emotion. I am just grateful that we are here. Most of the time you never really know how far you can go unless you start the journey. I compare this journey to reaching a mountain top despite all the challenges that threatened to derail the mission. I only reflect now and give gratitude to God for how far he has brought us. I have experienced shock, confusion, delirium, and any emotions you can think of during this journey.

You had expectations when you started X3M Ideas, 10 years after, do you believe you have met those expectations?



Absolutely. I think we have overshot most of the milestones we set for ourselves when we started. As a matter of fact, we shot through the milestones we set for ourselves for the first five years in just three years. For instance, we wanted to build a recognisable name and we achieved that within the first year. We also wanted to have a purpose-built office that is tailored to our young, diverse team of millennials and generation Zs and we achieved that in the first three years. Our dream was to also have outposts and branches outside Nigeria, and in the first four years, that had become a reality. But as we all know, there is always room for improvement. That is why we have already set a new five-year plan for ourselves. We had that session last year where we set new stretch targets for us to meet. In another five years, we'll review how well we've done in meeting these new targets.

You said that within the first few years of your operation you had met some of the targets you set for yourself. But in those first years in the same period, some companies closed shop.

What are some of the factors that were responsible for your achievements?

I would say there was a God factor if I am to answer that like a Nigerian businessman. While that cannot be ruled out, I will say our dedicated team is the heart of our success. When you are starting a business, the type of team you assemble will determine how far you can go. I have seen many companies fold up because the team either is not motivated, driven or lacks a sense of purpose. I am grateful that we have a team of young people who are self-motivated and inspired to do great work. Our team has done a lot to drive us to where we are today. I can't, of course, dismiss the impact of our clients because, without them, we'd have no business. Our clients have been super supportive and wonderful. Between these dynamics, you have the recipe for the kind of success we have accomplished.

What is the major challenge you have faced in the past 10 years of operations?

There are a lot of challenges but a major one would be inadequate infrastructure. The lack of infrastructure has been one huge challenge. For instance, if we set up this kind of business in a country like Croatia which is not necessarily a first-world country, we might not

need this kind of structure that we have invested in because we would be spoiled for choice as to where to establish the business. And then, you wouldn't need to invest in a generator for power supply. For us to enjoy smooth operations today, we have two big generators, with one serving as a backup to the other. This is our first line of power supply while electricity from power distribution companies is a backup, which should not be. The rising cost of diesel and incessant power grid collapse are other dynamics to these challenges we face. There is no doubt that these impact significantly on our cost outlay and for a small business outfit like us, this puts unnecessary pressure on the business. And unfortunately, we are in the service business where clients are not usually convinced when you increase charges. Even when APCON established the AISOP bill to protect the industry, there were complaints from the client organisations about increment. It is not easy, the margin that advertisers have to take is quite small but what can you really do? If you want to survive, there are two options; either you acquire more business to boost revenue or reduce cost. For us, we have approached this challenge from both ends. But you have to be careful when you reduce costs to make sure that your team is still well-remunerated and motivated.

Earlier, you talked about having a lot of millennials and generations Zs in your team, what do you think about incorporating the alphas into the team?

The generation alphas are still very young. They are still coming up and I don't think most of them are of working age yet. After the generation Zs, they are next in line and at some point, you will have to hire them. But you see, whatever name you call them, it does not matter to me what generation you're from, I come to the conversation of competency with an open mind. I take my time to understand the strengths, interests, and challenges of all generations and give them room to thrive. When the time comes for the alphas to fully enter the job market, it wouldn't be a problem getting them on board. We will evaluate them according to their strengths and hire the best hands.

We saw how Covid-19 affected businesses across the globe. How did the pandemic affect your business strategy or planning?

The pandemic was a very difficult time for everybody. At the time, I told my team it was not a period to wait for businesses or clients to send us briefs before we could

work. We needed to reevaluate our strategies as the challenges we faced at the time were not something that any agency could claim to have prior experience on. The last time anything like that happened was in 1917. What we did was to scan the whole environment to look at how we could provide value, as the supply chain had been severely disrupted. So instead of just waiting for clients, we went to them with suggestions that suited their businesses. It was a huge relief to see that most of our efforts paid off and that all our clients survived the storm.

How would you assess the creative industry today?

It is common to hear comments comparing how advertising was done in the past to how it is today. But whatever way one looks at it, the creative industry is making giant strides. There have been significant improvements - in advertising, music, movie industry and so on and we are getting recognised for it. My team just came back from Dubai where they won three awards. We have won the Lisbon advertising Award, we have been shortlisted at the New York advertising festival, and we have gone to the main stage of Cannes to talk about the importance of telling authentic African stories as X3M Ideas. Many other agencies have recorded significant strides, too. I don't think if we are not doing something right we will be getting all these international recognitions. I am bold to say that our level of creativity is advancing in the right direction despite the challenges that creatives face.

If you relate that with the African creative industry, would you still share the same opinion post-COVID-19?

Definitely. But, don't forget that it's not easy to navigate your way through Africa and that makes it difficult sometimes to know what's happening across the continent. For example, it is easier for our people to go to London or France than in some African countries. We have about 1.2 billion people in Africa yet we don't even relate with each other well. Nigeria, today, is still by far the biggest creative industry in Africa. The country boasts the biggest GDP on the continent, closely followed by South Africa and others. This can be attributed to its largely youthful population. There is a whole lot of creativity happening in the country but I can tell you the rest of Africa is following very closely. So, if I wanted to assess the entire continent I would say creativity is witnessing a significant rise there.

Specifically, what are the biggest changes you have witnessed over the last decade in the industry?

Number one is a change in confidence. Before now, as an industry, we used to be timid. We did not have the confidence to stake our position and plant our flag on the global stage. Sure, we did well on the local scene, but not many of us were bold enough to command the world stage then. The first time any Nigerian agency dared to go outside Nigeria to set up shop would probably be Insight when they branched out into Ghana but beyond that, we have been a little reticent. But lately, things have turned around for the better. X3M Ideas, for example, operates in almost six markets in Africa. This means that we are getting bolder and more confident in sharing our expertise with the rest of the continent and by extension with the rest of the world. Interestingly, the world is now paying attention to what is going on in Nigeria and Africa generally. I project that in the next five years there will be more collaboration between global players and African agencies.

In 2018, X3M Ideas announced its expansion into Southern Africa, how has the operation thrived?

The operation is doing fantastically well. The agency is going through a teething phase but the operations in



Lusaka, Zambia are doing pretty well and I am proud of the work. They are gaining recognition for their work and they deserve it. We are also serving the Portuguese-speaking Mozambique market while doing some amazing work in Zimbabwe and Malawi. It's just that the entire southern Africa hub is driven by our operations in Lusaka, but it is impressive what's going on there.

As one who runs a firm with operations across different markets in Africa, what would you say are the similarities and challenges, because the economies of these countries are different?

The common thread you see running through these African markets with peculiar challenges is still structural issues. Apart from a country like South Africa which has a more sophisticated infrastructural layout, the rest of the other African markets are facing the same challenges we face in Nigeria.

Now, the question is, how do we elevate our infrastructure to make business operations a little easier across the continent?

Another common but encouraging factor you'd find in these markets is the African passion for excellence. But apart from that, governments are different, tax regimes are different, currency and exchange rates are different, the laws governing businesses are different and you just have to navigate through all these in the best way possible. One thing I know is that in most of the countries in Africa if you obey the law, you will surmount any challenges.

Are there any plans to expand into new markets in the future?

Yes. I cannot specifically mention them now, but we have just gone into four new markets including one in the Middle East. We shall make a formal announcement soon because the whole plan is to create a strategy that will make our entrance into new markets in the Middle East and Africa as impactful as possible. I can tell you that we are on course.

Can you please shed more light on 'Finding X' and how the proposition has helped the business achieve success?

Every agency that is worth its salt will come up with a proprietary tool that will help them do their work better. Finding X, for us, is about finding something organic to help do better work for our clients. It is simply a formula: $X = AB + C$. To find that X, you will have to look for the consumer insight, which is the A. This allows you to discover the intrinsic value of any brand,

while X is just that unique thing about the brand which helps us create some kind of bond with the consumer. We have used this tool many times over and it has been the formula for some of the great campaigns we have created.

Why is education X3M Ideas' Most Important CSR Strategy? Considering all the good work you have done for schools and young Nigerians, why is education important to you?

Let's take a look at Rwanda. What the country has done to recover from the genocide that threatened their existence is to focus on education. The president, Paul Kagame, knew what he needed to do. He needed to rebuild the entire education system to turn around the economic breakdown that the country went through. What he then did was create a knowledge-based economy and the country benefited greatly from it. If we are determined to make a significant impact, we just have to tow the path of countries like Rwanda. We have to overhaul our entire educational sector and create a new country for young people. Our youth are already talented visionaries doing incredible things with minimal support so you can imagine the extent they would go to if more support is available to them. What we are doing in the area of education is selfless. And who knows, the next generation of people who will come into advertising to do amazing work that the world would celebrate might come from one of those schools. By virtue of our investments in education, we are also encouraging other organisations to show similar support in transforming the country for the better. Leaving the government alone on this quest will not help us as a nation so for us, it is imperative to continue to give and we do not do this because we have so much money, but out of sacrifice to safeguard our future.

What are X3M Ideas' plans for the next 10 years?

Every day when I wake up, the question I ask myself is, 'what next?' There is still so much to be done, we have not even scratched the surface yet. We are looking to put our flag in more countries on the continent. We want to be the first agency to create a truly indigenous African network. We are looking forward to doing all of that. We want to embark on more purposeful collaborations and partnerships. We are not interested in affiliations that violate our values. We also have plans to become the first Nigerian agency to go public. We want to be able to do some IPO and maybe eventually end up on the stock market in Nigeria.

What one piece of advice would you give yourself if you could go back to 10 years ago?

I worry a lot. There are some people who when they get to where we are today would just relax but I don't know how to do that. When I started 10 years ago I was worried sick about how things would turn out, so maybe I would tell myself to relax more and take it one calculated step at a time. I keep challenging myself every day, though. That will never change.

I remember some time ago when you recounted the challenges you faced in trying to register your agency and you faced some very stiff resistance, would you say your efforts have paid off 10 years after?

For me, I live in a permanent state of dissatisfaction; not in a bad way, though. It's just that no matter what I achieve today, I always believe I can achieve more. I just know that God gave us the grace to be able to scale some of those hurdles that were thrown our way. Not only did we eventually get registered and have been doing business since then but we have been doing it successfully for ten years. That is enough to be grateful for.

Recently you unveiled a new identity, can you tell us the creative rationale behind the new logo?

I have seen many people trying to juxtapose the old logo with the new one and it amuses me. The old logo was a bold one which speaks to the spirit of the agency at the time we started operation. We knew we were fighting against all odds. We were pushing against major headwinds and we needed that kind of strong logo to demonstrate our resolve and determination for success. But, having done that for 10 years I think we are more mature. And as you can see, the new logo is much more corporate and finer which represents the refinement that the company has gone through. Whereas the old logo had these sharp edges which depicted our doggedness in the face of fierce challenges, the new logo has a more rounded feel which represents the smooth relationship between us and our clients. Also, the new touch of orange shows more calmness which is immediately evident the moment you walk through our office and interact with the team. A touch of the old red colour is still present and this continues to stand for our fierceness and boldness in combating every challenge that we go through in this business.

A stylized world map with continents in red, orange, and green. Dashed white lines connect various communication icons: a document, a megaphone, an envelope, a microphone, a laptop, and a television.

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Moove Secures \$20M Debt Funding from British International Investment

The British International Investment (BII), the UK government’s Development Finance Institution (DFI), has announced on Thursday that it has invested \$20 million in debt funding in Nigeria’s mobility financing startup Moove. Moove, which raised \$10 million debt financing in February and a mega funding of \$105 million a month after, has shown that it has a huge appetite for funding. This new capital injection, which is a 4-year structured credit investment in Moove, puts the startup’s funding this year alone at \$135 million. The total funding, adding its initial investment before this year—seed and Series A (\$23 million)—is now at \$194.5 million. Founded in 2020 by Ladi Delano and Jide Odunsi, Moove provides mobility entrepreneurs with access to revenue-based financing in markets where there is low access to credit. Its customers, who are typically ride-hailing drivers, can purchase brand-new vehicles using a percentage of their weekly revenue. Since its launch in 2020, Moove has rapidly expanded its operations within Nigeria and entered into new African markets including Ghana, Kenya, Uganda, and South Africa, as well as Europe, Middle East and Asia markets. It’s also Uber’s exclusive car financing company in Africa. “We’re incredibly proud to welcome onboard a world-class partner such as BII, whose strategic support will play a key role in our mission to build the world’s largest integrated vehicle financing platform for mobility entrepreneurs.” Ladi Delano, co-founder and co-CEO at Moove, said in a Delano also said that the

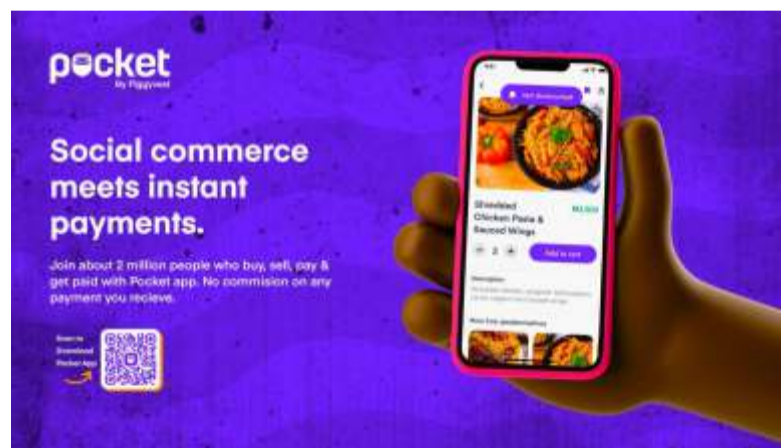
new debt funding puts his company in a stronger position to use its technology and productivity data in creating a more inclusive financing ecosystem. On the investor’s side, this investment officially launches its new name (from CDC Group to BII) and reiterates its continued ambition to scale up investment that will boost key economic sectors in Nigeria. According to BII, Nigeria is its biggest investment market, boasting a portfolio worth \$570 million through more than 100 businesses and 43 funds, which collectively support almost 45,000 jobs across the country in 2020. “In Moove, BII has a partner that aligns with our commitment to back dynamic tech-enabled businesses that can help accelerate impact in Nigeria by strengthening the country’s informal transport industry,” Nick O’Donohoe, CEO at BII, said in the statement. “I am delighted that not only will BII’s investment help to create jobs and provide entrepreneurial self-starters with the means to own their vehicles, but Moove’s clear focus on gender diversity will foster inclusive economic opportunities for women, both within the company’s workforce and among its drivers.” Until recently, DFIs were known to invest mostly



through private equity and scarcely through venture capital. BII, for example, invested in Nigeria’s Capital Alliance Private Equity Fund I (CAPE I), managed by African Capital Alliance (ACA) and CardinalStone Capital Advisors Growth Fund, among others. It also invested in African-focused, early-stage-to-series-A venture capital TLcom. But now, DFIs have started dealing directly with startups: BII invested in Nigeria’s TradeDepot and TeamApt and Kenya’s MKopa. Proparco, the French DFI, also invested in GOMYCODE \$8 million series A. It’s either the DFIs are going through the fear-of-missing-out (FOMO) of the astronomical growth the startup ecosystem is currently experiencing or they have developed some risk appetite needed in startup investing.

Nigerian Payment App Abeg Rebrands Into Pocket by Piggyvest

Nigerian payment app and social commerce platform Abeg rebranded itself as Pocket by Piggyvest. The rebranding coincides with news that the newly named Pocket will be granted a mobile money operator license by the Central Bank of Nigeria (CBN) after received an Approval In Principle (AIP) from the CBN. Receiving an AIP is the first step toward final approval from the CBN. The new license will enable Piggytech Global LTD, Pocket’s parent company, to offer its customers a range of mobile money services. These include wallet creation and management, eMoney issuing, USSD payment services, agent recruitment and management, pool account management and card acquiring. Commenting on the approval, Odunayo Eweniyi, co-founder and COO of Piggytech Global Limited, said: “We’re incredibly pleased that PocketApp has been granted an approval in principle as a Mobile Money



Operator in Nigeria. “We will now work closely with the Central Bank to meet all its conditions to receive the full operating license, enabling us to continue growing and expanding the scope of our social payments, social commerce and other digital financial products to reach millions of Nigerian micro-entrepreneurs,” Eweniyi added. News of the new license and rebranding reflects the company’s ambition to expand its offerings from money transfers to delivering a range of

payment services for Nigeria’s social commerce and eCommerce markets. “For the last 18 months, we have been focused on building the core infrastructure that will enable secure social commerce and payments at scale,” Patricia Adoga, COO of PocketApp, said. “We believe that social commerce will thrive better in a more trusted environment. So we added escrow to our payment infrastructure, protecting buyers and sellers and many other features, ensuring a smooth shopping experience on the app. The platform’s new name reflects its added functionalities for users to buy and sell items via virtual pocket shops. The company’s strategic pivot comes as the market for social commerce in Nigeria is expected to reach \$23.8 billion by 2028. When PYMNTS spoke to Eweniyi earlier this year, she said that her goal was for PiggyTech to reach 10 million users in Nigeria within a year. She also wanted to see the company expand into other countries.



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Big Brother Naija Season 7 Premieres July 23

Africa's Most Popular Reality Show, Big Brother Naija, will return for its seventh season this July with a double launch show on Saturday, 23 July and Sunday, 24 July 2022.

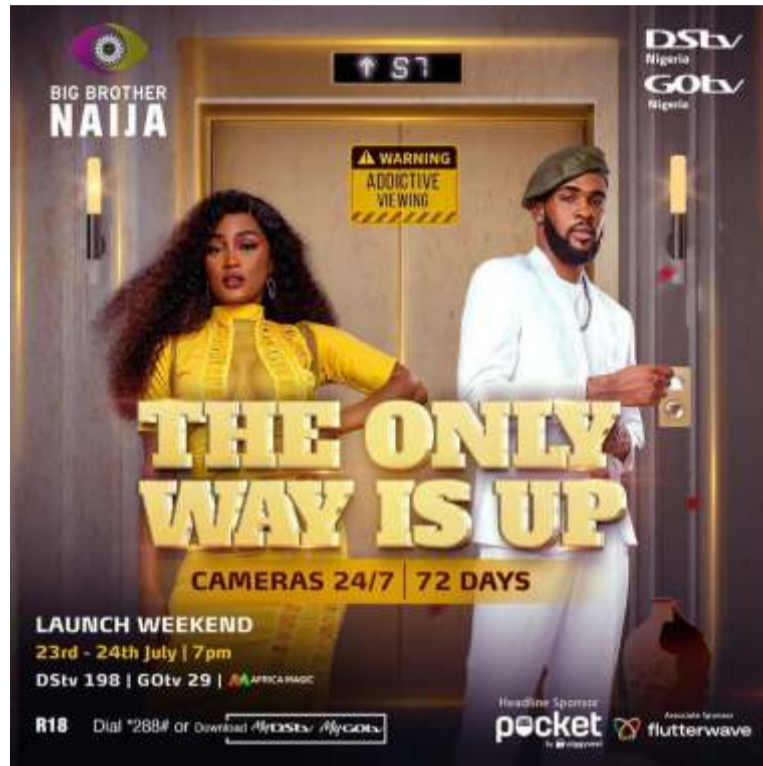
Both shows will air from 7pm on Africa Magic Showcase, Africa Magic Urban and Africa Magic Family channels and the 24-hour show on DStv channel 198 and GOtv channel 29. BBNaija fans across Africa will also watch the show live via the African online streaming service, Showmax.

Headline sponsor for BBNaija season 7 is Pocket by Piggyvest and associate sponsor is Flutterwave.

BBNaija is staying true to its reputation of having the biggest cash prize for any reality competition on the continent. This season's winner will take home a grand prize worth 100 million Naira that includes 50 million Naira cash and other exciting prizes.

At the media briefing to unveil the seventh season of the reality show to the media, Executive Head, Content and West Africa Channels at MultiChoice Nigeria, Dr Busola Tejumola, revealed that MultiChoice recorded over 40,000 audition entries for BBNaija this season.

She also said that this season's incoming housemates will undergo a psychology evaluation before they come into the house.



For the seventh season, the show will witness a return of a few pre-COVID 19 elements including the fan-favourite 'Ninjas' and a live studio audience. Fans can also expect a line-up of more engaging tasks, unpredictable twists and Big Brother's wit. In addition, 30 fans of the show will also

win 1 million Naira each in the Fave Lock-In promo exclusive to DStv & GOtv customers.

The show will also retain its voting style from last year. Voting will only be on the Big Brother Naija website, mobile site, and the MyDStv and MyGOtv apps for active customers. The number of votes each subscriber will have will be determined by their subscription packages, with DStv Premium and GOtv SUPA subscribers receiving the most votes.

DStv customers who would like to opt out of viewing the show can do so by sending "Smart card number [space] BBOUT" to 30333, while GOtv customers can do the same by sending "IUC Number [space] BBOUT" to 4688. Additionally, customers can activate the parental control option on their DStv and GOtv decoders for viewers younger than 18 years.

To find out more about BBNaija Season 7, visit www.africamagic.tv/bigbrothernaija. Follow the official Big Brother Naija social media pages for news and updates with the hashtag #BBNaija on

Twitter @bbnaija, Instagram @bigbronaija and Facebook www.facebook.com/bigbrothernaija as well as all verified social media pages of DStv Nigeria, GOtv Nigeria and Africa Magic.

Chioma And Toyin's Faceoff, Carolyna & Chioma's Friendship, And All That Went Down On The Second Part Of RHOLagos Reunion

Since it premiered in April 2022, The Real Housewives of Lagos has been serving all the premium drama and entertainment needed. The second part of the reunion was just as explosive as the previous episode. The drama from the first part was preparing us for what was to come. From the face-off between Toyin and Carolyna to the ended friendship between former besties, Chioma and Carolyna, to Mariam returning Carolyna's gift, it was a whole lot.

The show started with Uti asking Chioma what she meant when she said there was nothing to compete with, in regards to the competition between herself and Toyin. Chioma responded that she does not watch what other people are doing and she focuses on herself. Toyin then mentions that Chioma likes to make a grand entrance, referencing Laura's fashion show when Chioma deliberately hung back to touch up her makeup and make a grand entrance. The whole conversation went on with the ladies going off on each other. Toyin accused Chioma of being a mean girl, and Chioma accused Toyin of being jealous and competitive. The argument escalated and almost led to a physical fight, with Toyin lunging at Chioma. She was held back by Iyabo and eventually walks out of the set for two hours.

It was shocking to see that Mariam had an issue with Carolyna as they never had any confrontation on the show. Mariam announced she had a gift for Carolyna, only for her to return the scarf Carolyna had gifted her earlier in the season. She further disclosed that Chioma had told her things Carolyna said about her. According to Mariam,



Carolyna had warned Chioma about being careful while at her house as people like them use 'jazz'. Mariam expressed her hurt at what Chioma had revealed, pointing out that she had never said anything negative about Carolyna.

Chioma and Carolyna were the resident besties on the show till the last episode when we saw them go off at each other. Following Mariam's revelation, Chioma tells her side of the story and confirms what Mariam said as the truth. That did not go down well with Carolyna who accused Chioma of being a liar and a big gossip. A short

clip of their moments as friends on the show was played and Uti asked if there were any hope of mending the friendship. Carolyna said the friendship was over and gone.

The second part of the reunion was a good way to end the first season of the show as we look forward to a more entertaining and explosive second season.

Viewers can binge-watch the full season of The Real Housewives of Lagos on www.showmax.com from as low as 1,200.

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Black Panther 2 Premieres on November 11

Disney announced a slew of Marvel superhero movies including two new “Avengers” films Saturday at Comic-Con, as it offered screaming fans an emotional first glimpse at its upcoming “Black Panther” sequel.

The record-breaking Marvel movies have dominated Hollywood and global box offices in recent years, with 2019’s “Avengers: Endgame” briefly becoming the highest-grossing film of all time at more than \$2.79 billion.

“I wonder if you guys wouldn’t mind looking ahead a little bit?” studio president Kevin Feige asked the wildly cheering hall of die-hard superhero fans toward the end of a raucous hour-plus presentation at a San Diego convention center.

“Avengers: The Kang Dynasty” and “Avengers: Secret Wars” will hit theaters in 2025, he then announced.

The films will aim to follow in the footsteps of “Avengers: Endgame,” which built unprecedented hype by rounding off storylines presented in all the preceding Marvel films.

The two new “Avengers” titles will conclude the next “saga” of more than a dozen inter-connected films and television shows in the “Marvel Cinematic Universe,” said Feige.

“That will complete the second saga of the MCU, which of course is ‘The Multiverse Saga,’” he said.

The Marvel franchise in recent films and shows has explored the “multiverse” concept popularized by superhero comic books, in which infinite universes — and infinite versions of each hero and villain — exist in parallel realities.

The Marvel presentation capped off the biggest day at Comic-Con, and drew the week’s loudest and most



frenzied cheers in the 6,000-capacity Hall H, where many had camped in line for days to gain access.

It ended with the first trailer for “Black Panther: Wakanda Forever,” a sequel to the first comic book film to win a best picture Oscar nomination, set to premiere November 11.

Returning director Ryan Coogler, taking to the San Diego stage with a colorful troupe of African drummers and dancers, paid an emotional tribute to the first film’s star, the “late, great Chadwick Boseman.”

Boseman died from cancer in 2020, and his role is not being taken over by another actor in the new film.

“I promise you, I can feel his hand on me right now,” said Coogler.

“Chad is no longer with us physically, but his spirit, his passion, his genius, his pride in his culture, and the impact he made on this industry will be felt forever.”

Coogler then presented new characters in the franchise being played by Michaela Coel and Tenoch Huerta.

Coel, who won an Emmy for “I May Destroy You,” praised the unique “energy” of the first “Black Panther” film, which was widely seen as a breakthrough for Black representation in mainstream Hollywood movies.

“I think it’s got something to do with a Black superhero, padded out a clan of Black superheroes and what that kind of does for Black people,” she said. Other Marvel films announced Saturday by Disney at the world’s most famous pop culture gathering included “Thunderbolts” and “Fantastic Four,” both due in 2024.

Feige also set out dates for “Blade” — in theaters November 2023 — and the newly titled “Captain America: New World Order” coming May 2024.

Bill Murray and Olivia Colman join the ranks of Hollywood A-listers flocking to the Marvel franchise, appearing in first-look footage from movie “Ant-Man and the Wasp: Quantumania” and Disney+ series “Secret Invasion” respectively.

Chris Pratt, Paul Rudd, and Lupita Nyong’o also appeared on stage Saturday along with Jonathan Majors, whose “Kang the Conqueror” character appears poised to become a major new supervillain for the franchise.

Burna Boy’s ‘Last Last’ Makes Billboard Hot 100

‘Last Last’, a hit song by Grammy Award-winning Nigeria Damini Ogulu, popularly known as Burna Boy, debuted at number 86 on the Billboard Top 100.

Billboard Hot 100 is the music industry standard record in the United States for songs published weekly by Billboard magazine.

Chart rankings are based on sales, both physical and digital, radio play and online streaming in the U.S.

A new chart is compiled and officially released to the public by Billboard every Tuesday of the week.

The News Agency of Nigeria reports that since the song’s release in May, it has enjoyed massive domestic and international success.

The song samples the hit track of Toni Braxton titled “He wasn’t Man Enough”, which was released on February 29, 2000.

‘Last Last’ is one of the songs in Burna Boy’s latest album titled “Love, Damini”, which also debuted at



number 13 on the Billboard Top 200 Albums.

Meanwhile, the singer hit 300 million streams on Boomplay, Africa’s biggest music streaming platform, just seven days after its release.

‘Love, Damini’ was released on July 8, and so far, it has garnered a considerable internet following, reactions and streams on all music platforms.

The 19-track album is a different side of Burna boy,

with each track showing his musical prowess and lyrical depth — a constant northern star for the Afropop pioneer.

Recalling that the Grammy award winner was the first artist to hit the 100 million streams milestone on Boomplay, he went ahead to double the feat, now making him the first ever artist to be streamed 200 million times on the same platform.

Their streams are calculated based on industry-recognised standards in which only less than a thirty-second stream equals one stream count.

Boomplay has the most extensive catalogue of African music, with over 70 million tracks at the moment and 65 million monthly active users.

So far, Burna boy has successfully released six albums since he started his musical career. His last album, TWICE AS TALL, released in 2021, was nominated as a Global Music Album at the Grammy Awards, which he won.

He was also Grammy nominated in 2020 and 2022, respectively.

World PR Day: Millions Around the World to Celebrate Public Relations on July 16

Millions of Public Relations practitioners across the globe are set to celebrate the second edition of the annual World PR Day to hold on July 16, 2022.

Launched in 2021 to forge a global agenda of enlightening the world about the nobility and misconceptions around PR, World PR Day witnessed participation from thousands of practitioners, organisations, and public observers.

Set aside as a day dedicated to truth, honesty and reputation management in a way that is beneficial to all people across the globe, July 16 also honours Ivy Lee, one of the pioneers of Public Relations practice who was born on the same date 145 years ago.

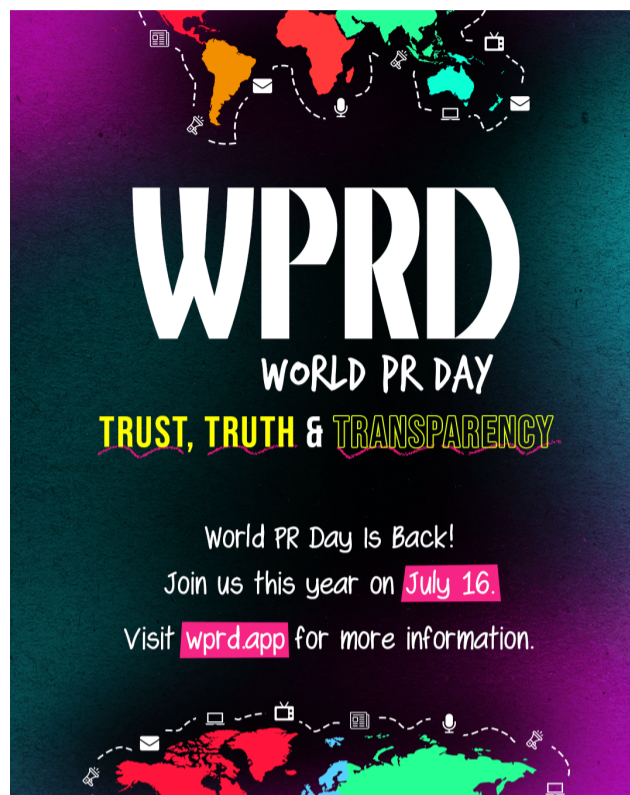
The second World PR Day will further advance conversations on the topical understanding and outlook of the practice. It will extensively spotlight the strengths, limitations, and potential of the profession, as well as the utilisation of new tools and trends, value propositions, and funding.

BHM Founder and CEO, Ayeni Adekunle, said, "We decided to begin to have tough, largely ignored conversations about PR last year, and we want to show once again how the practice has deeper connotations to how our world functions than it gets credit for.

"It is in our collective interests for the world to continue to understand the role of PR in shaping and inspiring not only businesses or governance across the globe but critical human actions that can make or mar generations to come."

As part of a three-pronged activity, the 2022 World PR Day will feature #MyPRStory – an inclusive new media activity where every PR professional will be encouraged to share one unforgettable memory from their journey in the PR industry. The stories will help to show the world the many facets of PR practice and how they impact society.

The event will also feature the PR Bible – a crowdsourced



repository of PR resources from PR pros across the world. A Fireside Chat on Twitter Spaces featuring top PR executives across the world to drive conversations and answer questions on trust, truth, and transparency will make up the third frame of the day's activities.

Alastair McCapra, Chief Executive, Chartered Institute of Public Relations (CIPR); Francis Ingham, Director General of the Public Relations and Communications Association (PRCA); Nitin Mantri, President, International Communications Consultancy Organization (ICCO); Rachel

Roberts President, Chartered Institute of Public Relations (CIPR); Sylvester Chauke, Chief Architect – DNA Brand Architects; Steve Barrett, Editorial Director, PRWeek and Emma Wenani Chief Director, GMA Worldwide, have been confirmed to speak at the event.

PR practitioners and enthusiasts across the globe are encouraged to actively participate in the celebration by hosting formal events, global recognitions, seminars, debates, or workshops and; reading up and learning about PR through CIPR, PRSA or PRCA publications.

Stephen Waddington, a WPRD Committee Advisor and the Managing Partner, Wadds Inc., a professional advisory firm said, "We urge practitioners to drive social conversations by sharing their thoughts about the value, opportunity, relevance, and future of the PR profession on social media or publish blog posts and opinion editorials on their LinkedIn page or company websites.

"Participants can add to the conversations by sharing videos of their PR experience on YouTube or Instagram tagging @wordprday or using the hashtag – WPRD."

In the first-ever World PR Day celebration, BHM successfully propelled conversations around the world to extol the merit of PR practice. Conversations in the edition centred around the rise of digital communications over the years, the reductive view of PR's scope of functions, and the common failure of organisations to attribute the results of PR activities to their top line.

BHM also drives the Global Day of Influence – an annual event launched in 2020 to raise awareness about the need to stop the abuse of influence.

The events are part of the international PR firm's general commitment to continually propagate the appreciation of PR and its impact on the world.

Experience a Chocolatey-Chunk of Indulgence this EID with Cold Stone

Celebrations started early at Cold Stone Creamery with a festival of giving filled with loads of fun and excitement. This July is splashed with memorable days of ultimate indulgence to make celebrating this EID exciting and thrilling. It's a whole month of fun and surprises. There's non-stop excitement with mouth-watering deals from Cold Stone. So, strap your seats and stay on the edge because it's a whole new level of satisfying your taste buds. Cold Stone is offering an indulgent experience to celebrate World Chocolate and Eid Day with exciting pocket-friendly offers. Isn't that amazing?

Grab a friend, a loved one or just an acquaintance to partake in this festival of giving and experience the delicious goodness of Cold Stone Creamery. With the pocket-friendly Flash Sale Deal, you can indulge in an unforgettable experience for only N600. Oh, Yass!! You heard right. It's an all-time favourite with the same great taste and the never changing Cold Stone ultimate ice cream experience available online at <https://www.coldstonecreamery.ng/> and in all our stores nationwide.

Enjoy a delightfully delicious chocolate experience as Cold Stone joins chocolate lovers the world over to celebrate World Chocolate Day. To enjoy this chunky-chocolatey delicious goodness, hop on our website <https://www.coldstonecreamery.ng/> or check us out on all our social media platforms to join the conversation with the Cold Stone tribe and stay informed of new deals, new flavours and freebies. Who doesn't love a Cold Stone deal?

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Visit our website at <https://www.coldstonecreamery.ng/> and enjoy a tasty experience with friends and family. Walk into any Cold Stone outlet nationwide and indulge in ultimate ice cream experience to celebrate Eid and World Chocolate Day.

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About Brandessence

Brandessence is a knowledge base promotional magazine that collaborate brands and consumers together by providing information about brands through promotional content, campaigns, advert, events and interviews.

Our goal is to connect brands with customers.

Our philosophy is to strategically connect the best, upcoming and most respected brands to the customer in a way that is targeted, relevant and effective.

Distribution: Lagos, Ibadan, Ogun, Port Harcourt, Benin, Abeokuta, Bayelsa, Aba, Owerri, Abuja, Onitsha, Benin, Warri, Jos etc.

Distribution Channel through our Free Direct Distribution Strategy:

Distribution Methods – Direct Distribution/Placement to youth. Distributed to strategic opinion leaders, brand owners, young executives and industry leaders, Eateries, Airports, Hospitals, Universities, Private Cabs, BRT buses, Dispatch Riders, Hotels, Bars, Beer Parlours, Street Guerilla Distribution, etc. It is readily available at all prime magazine stores (Silverbird, The Hub Media Store, Domino Stores, Terra Kulture, Ikeja Mall, Shoprite, YSG Hub).

Traditional Channels: Strong Street Marketing. Street Vendors & News Stands placement (Magazine for news enthusiasts)

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Toke Makinwa Returns for The Buzz, Plus New BBNaija content for fans this season

Anouncing her return as host of the second season of Showmax's exclusive talk show, BBNaija S7: The Buzz, multimedia personality Toke Makinwa shared the news with Big Brother Naija fans excited for the new season's start on 23 July.

Toke Makinwa is a household name in the entertainment biz. The award-winning radio and television host, actress and vlogger has hosted numerous shows and events, including the spectacular launch of The Real Housewives of Lagos. She is also popularly known for her YouTube vlog, Toke Moments, where she discusses lifestyle and relationships.

BBNaija S7: The Buzz will feature well-known personalities, special guests and BBNaija enthusiasts sharing their thoughts on the juiciest moments in the Big Brother house. Streaming exclusively on Showmax, the first episode drops on 2 August, with new episodes every Tuesday and Saturday. That's not all for BBNaija fans this season, as the producers take the fan experience to the next level with extra cameras, as well as an Eviction Vodcast with evicted housemates and what's being teased as Secret Diaries, which are short clips from the Diary Room.

Speaking on her return as host, Toke Makinwa says, "It feels good to be back! The Buzz has always been about unfiltered conversations and opinions, and this season, we're back better and juicier. I look forward to meeting the new housemates and watching their strategies play out. Bring the drama."

Busola Tejumola, the Executive Head of Content and West Africa Channels at MultiChoice, added: "We want to create the ultimate Big Brother Naija experience for superfans, and with Toke Makinwa back as the host of BBNaija S7: The Buzz on Showmax, as well as new content formats this season, the stage is set for a jam-packed ten weeks of entertainment that Showmax subscribers can enjoy on-the-go."

For the second year in a row, BBNaija fans across sub-Saharan Africa, the United Kingdom and the Republic of Ireland will enjoy front row access to all the activities in the Big Brother house on Showmax.

For more details on BBNaija S7: The Buzz and other Showmax offerings, visit www.showmax.com. Catch up on the BBNaija S6 Reunion show before the new season starts from as low as 1,200 per month on mobile.

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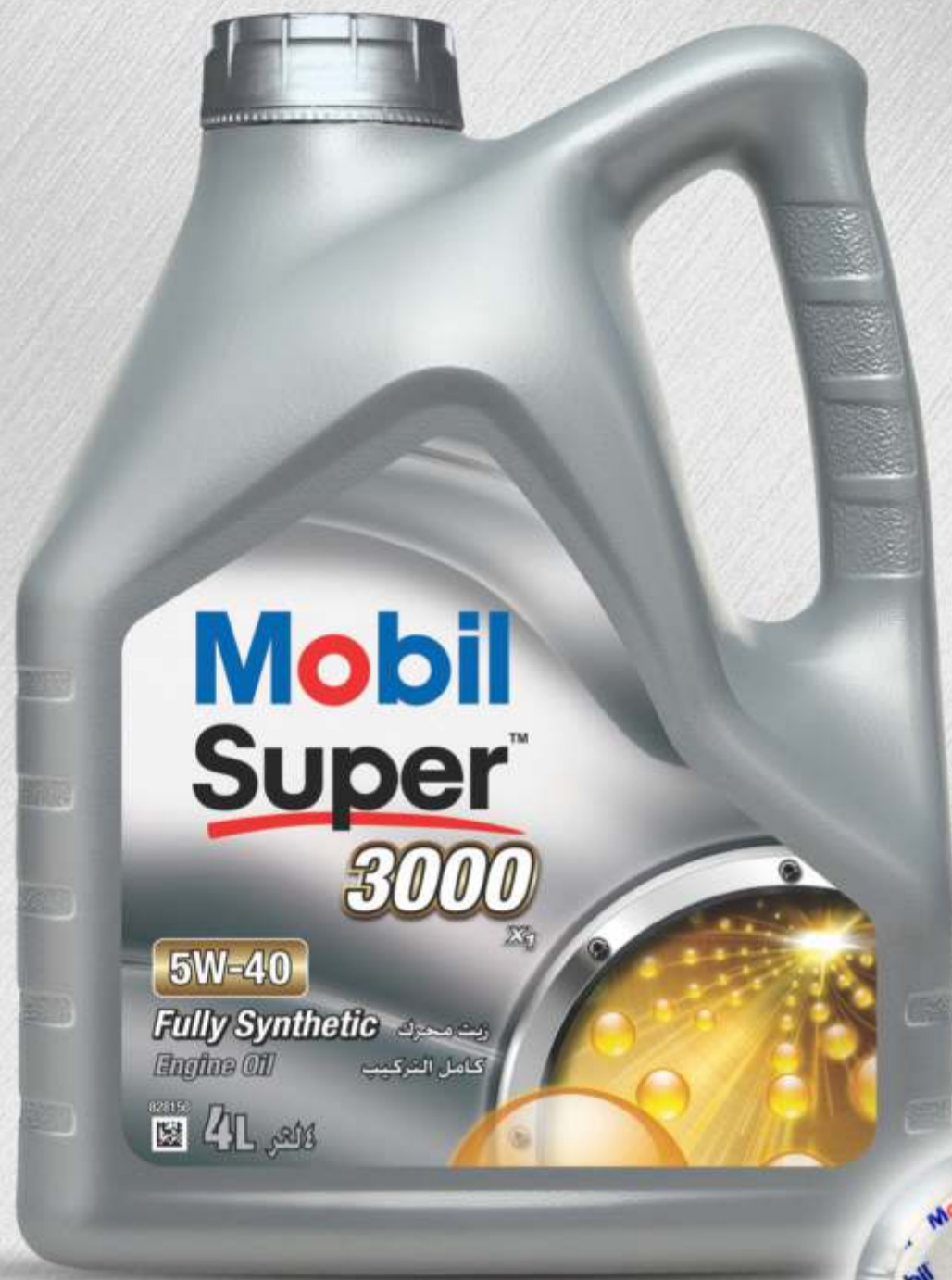
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